

# SHOWCASE REGISTRATION



2015 • SHOWCASE • 2016

## January 27, 2016

The Summit Club  
3700 Judson Road | Longview, TX 75605

- 6:00PM | Shop the Product Gallery and see all that is New!
- 7:00PM | Dinner and Time to Interact with your Floral Friends
- 7:30PM | Kevin Ylvisaker will present *Beyond the Basics* to make your life in the design room a little easier!
- 9:00PM | Product Gallery Shopping  
Design Auction to support the Texas Floral Endowment

### *Beyond the Basics*

Kevin Ylvisaker will present a series of presentations in 2016. *Beyond the Basics* will be presented as the featured Texas Floral Showcase program in Longview and San Antonio. Anyone successful in today's floral retailing knows that the one detail equally as important as the quality and freshness of the product is visual value. A design that goes beyond the basics and offers the consumer either a unique experience or a perceived value that goes beyond a few stems is what creates consumer loyalty. Kevin will take Texas *Beyond the Basics!*

Attendee Name

Business Name

Address

Phone

Email

\$45 Registration Includes  
Dinner | Design Presentation  
Product Gallery Shopping

Take 30% off Registration as a TSFA Member

I am registering for the  
January 27th Showcase in Longview.  
At the door registration will be an  
additional \$10.00.

Credit Card No.

Expiration

Code

Zip Code

Signature

Mail check to:  
Texas State Florists' Association  
PO Box 170760 | Austin, TX 78717  
**OR REGISTER ONLINE AT TSFA.ORG**

### Staying the night in Longview?

There are \$119 Queen and \$129 King room rates at the Hampton Inn & Suites, Longview, Texas. Call 903.663.8670 and ask for the Texas State Florists' Association group rate to receive special pricing.